



Wednesday, September 25, 2002

The Nation's First Annual Health Promotion Event for Women —  
Celebrated by Hundreds of Local Organizations Across the Country on the Same Day!

May, 2002

## **NEWS RELEASE**

For Immediate Release

### **For Further Information:**

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## **Theme Contest to Help Introduce New Women's Health & Fitness Day<sup>SM</sup> This Fall**

On Wednesday, September 25, 2002, an estimated 20,000 to 30,000 women of all ages will participate in local health and fitness events at hundreds of community locations across the country as part of the First Annual *National Women's Health & Fitness Day<sup>SM</sup>*. This new event, the first of its kind, will be held the last Wednesday in September as part of *National Women's Health & Fitness Week* celebrations throughout the United States.

A theme contest, open to women ages 18 and older, will be part of the first year's event. You can submit a short phrase or sentence (no longer than two lines) that reinforces the importance of health and fitness for women. A cash prize of \$150 will be awarded to the winner and the slogan will appear on selected *National Women's Health & Fitness Day* promotional materials this fall. You may enter as often as you wish. Entries should be post-marked by Friday, June 28, 2002, and should include the slogan(s), and your name, address and daytime phone number. **Send post cards or letters to: 2002 Women's Health & Fitness Day Theme Contest, P.O. Box 883, Libertyville, IL 60048.** Entries may also be sent by e-mail: [fitnessday@aol.com](mailto:fitnessday@aol.com), or by fax to: 847-816-8662. More details on the contest can be found on the official Women's Health & Fitness Day Web site: [www.fitnessday.com](http://www.fitnessday.com).

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The Health Information Resource Center (HIRC)<sup>SM</sup>, organizer of this new event, is a national clearinghouse for consumer health information professionals. In addition to the new Women's Health & Fitness event, other HIRC programs include *Family Health & Fitness Day USA*, always held on the last Saturday in September ([www.fitnessday.com/family](http://www.fitnessday.com/family)); the annual *National Health Information Awards*, the nation's largest awards program for consumer health information and resources, and other publications and reference services.

**For information on organizing a Women's Health & Fitness Day event in your area, please contact Carrie Farella, program coordinator, at 1-847-816-8660, weekdays 8-6 Central time. E-mail: [cfarella@fitnessday.com](mailto:cfarella@fitnessday.com)**

All entries become property of the Health Information Resource Center, coordinator of National Women's Health & Fitness Day. Contest void where prohibited by law.